

**ORDER**

KSNV

**Orders**  
**Order / Rev:** 108244  
**Alt Order #:** 06867665  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 3074  
**Flight Dates:** 10/25/12 - 10/30/12  
**Original Date / Rev:** 10/24/12 / 10/30/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe for Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	6	\$12,800.00	\$10,880.00
10/29/12	10/30/12	2	\$3,800.00	\$3,230.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	6	\$12,800.00	\$10,880.00	0.00
November 2012	2	\$3,800.00	\$3,230.00	0.00
<b>Totals</b>	<b>8</b>	<b>\$16,600.00</b>	<b>\$14,110.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	25%	\$16,600.00
Market	100%	\$66,400.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$16,600.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$16,600.00
KTUD	1%	\$664.00
KVVU	20%	\$13,280.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$2,656.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/WagM	6-7a		---T---	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				M-F 6-7a WakeUp w/Wagners											

NEWS

**Start Date**   **End Date**   **Weekdays**   **Spots/Week**   **Rate**   **Rating**

Order / Rev: 108244  
 Alt Order #: 06867665  
 Flight Dates: 10/25/12 - 10/30/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 3074  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/25/12	10/25/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	---T---	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---					1	\$1,400.00		0.00			
E 2	KSNV	10/29/12	10/29/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	1:00	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----					1	\$1,400.00		0.00			
E 3	KSNV	10/25/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	---TF--	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$2,400.00		0.00			
E 4	KSNV	10/30/12	10/30/12	M-F Early News M-F Early News	CM	5-630p	-T-----	1:00	1	\$2,400.00	1	0.00	NM	1	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$2,400.00		0.00			
E 5	KSNV	10/25/12	10/26/12	FacetoFace/Ralston RepM FacetoFace/Ralston Report	CM	730-758pm	---TF--	1:00	2	\$1,800.00	1	0.00	NM	1	\$1,800.00
FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$1,800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	10/22/12-10/28/12		FacetoFace/Ralston Report		730-758pm	---ThF----	1:00		(\$1,800.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 6	KSNV	10/25/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	---TF--	1:00	2	\$2,400.00	1	0.00	NM	2	\$4,800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					2	\$2,400.00		0.00			
E 7	KSNV	10/28/12	10/28/12	Sunday Today Sunday Today	CM	7a-8am	-----S	1:00	1	\$1,500.00	1	0.00	NM	0	\$0.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/22/12-10/28/12		Sunday Today		7a-8am	-----Su	1:00		(\$1,500.00)		0.00	NM		
Unresolved															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
													Totals	8	\$16,600.00